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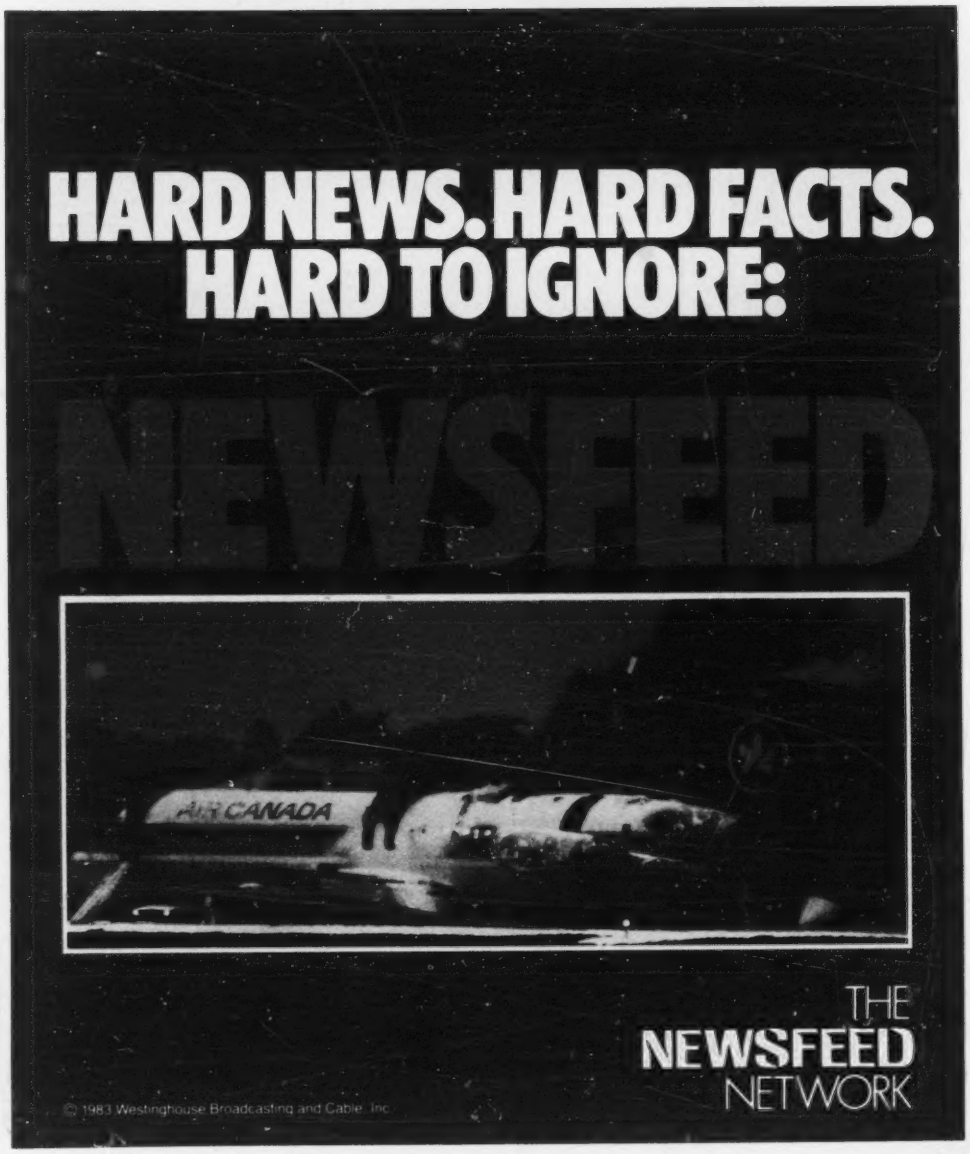
The Fifth Estate

Broadcasting Sep 19



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SPECIAL REPORT

Vol. 105 No. 12

Broadcasting Sep 19

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SEE SPOT JUMP □ Reps say fourth-quarter spot television sales prospects look bright, with predicted increases of 15%. **PAGE 31.**

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MARTI PASSES □ Senate passes Radio Marti bill, folding service into the Voice of America, a move much to NAB's liking. **PAGE 33.**

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KEEPING THE EDGE □ Jankowski tells Nebraska broadcasters to remain generalists, stresses localism to keep on top. **PAGE 86.**

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NCTA WHITE PAPER □ Cable association sends House members history of cable-telco relationship. **PAGE 94.**

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ENG-STL PRESERVATION □ FCC decision moves microwave users to CARS band, leaving broadcast auxiliary service alone. **PAGE 113.**

BENNETT'S BREAKAWAY □ Alan Bennett has been a self-starter all his life, and is banking on success for his latest brainchild, a syndicated afternoon show premiering today (Sept. 19). **PAGE 135.**

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Lieberthal

committed to air the films twice during a two-week release period. Stations receive the programing on a barter basis, retaining 10½ minutes of local advertising and giving up nine-and-a-half minutes to Embassy Media for national sale.

Among stations clearing *Embassy Night at the Movies* are WPIX-TV New York, KTLA(TV) Los Angeles, WGN-TV Chicago, WTAF-TV Philadelphia, WCVB-TV Boston, WTTG(TV) Washington and WUAB-TV Cleveland. Embassy claims 35 network affiliates among its participants.

"The networks generally buy three runs over four years when they acquire theatrical rights," Lieberthal pointed out. "We will be buying from ourselves. This cuts the time from date of theatrical release to availability through us to about 18 months, although some films might be available after 12 months and others after 20 months. It will depend on the movie."

Lieberthal said Embassy is "close to being sold out" in national advertising for the Nov. 20 release, but declined to name any sponsors. □

Meeting of the minds. Four former network programing chiefs gathered in Beverly Hills last Tuesday (Sept. 13) to field questions from several television critics during a luncheon of the Hollywood Radio & Television Society. L-r: NBC Entertainment President Brandon Tartikoff, president of the society, welcomed former NBC president, Sylvester "Pat" Weaver; former ABC, CBS and NBC president, Fred Silverman; former ABC-TV president, Martin Starger, and former ABC programing vice president, Edgar J. Sherick.

Responses to the critics' questions, which had been submitted in advance, provide few surprises, with much of the time devoted to retelling anecdotes and reminiscing. However, Weaver predicted that network audience shares will plummet without innovation. "If you don't bring it back," he warned, "You are in terrible, terrible trouble." The originator of the *Today* show said he doesn't like any of the morning news and information shows as they are now, accusing them of airing "junk that nobody wants to hear at all, too much back-of-the-book stuff." Asked if personal taste had an impact on their programing decision-making, Sherick said: "If you don't like it and you don't feel it, it probably won't work." Added Starger, "If personal taste doesn't enter into it, I think you're in big trouble." Silverman, in reply to an earlier question, confided, "It was awful" to have to counterprogram shows he'd put on a network when he changed jobs. The only man to have directed programing on all three networks, Silverman said favorite series "are like your babies" and it becomes difficult to compete for the same viewers.

Ratings Roundup

Premieres began to trickle into prime time during the week ended Sept. 11—with promising results.

NBC's *We Got It Made*, moving into the Thursday lineup at 9-9:30 p.m. NYT, produced a Nielsen rating/share average of 19.5/32—not only the highest rated half-hour of that night but the second highest rated show of the week. In addition, a *Cheers* repeat, which followed *We Got It Made*, apparently received some carry-over benefit, turning in an above-average 17.1/28.

ABC's *Lottery!*, making its bow in a 90-minute premiere Friday at 8, swamped its repeat competition on CBS and NBC in scoring a 15.7/31 that ranked 14th for the week.

ABC's *Matt Houston*, following *Lottery!*, returned with a new 90-minute opening episode after a summer of repeats and turned in a 16.1/30, the highest rated show of the night and 13th in the week's rankings. (*Lottery!* and *Matt Houston* move into their regular Friday spots this week, the former at 9-10, the latter at 10-11.)

ABC's *Monday Night Football*, with Dallas vs. Washington for its 1983-84 premiere, not only produced a 22.2/40 (BROADCASTING, Sept. 12) but turned out to be the week's highest rated show.

Overall, ABC won the week with a 15.1/27, while CBS came in second with 14.1/25 and NBC third with 11.7/21. NBC's cause was not helped by its Friday night movie, a repeat of *Golden Girl*, which received a 6.2/12.

The First 20

1.	*NFL Monday Night Football*—Dallas vs. Washington	ABC 22.2/40
2.	*We Got It Made*	NBC 19.5/32
3.	*CBS Tuesday Night Movies*—In Love With An Older Woman	CBS 19.2/33
4.	*Knight Rider*	NBC 18.2/31
5.	*Love Boat*	ABC 17.7/32
6.	*Jeffersons*	CBS 17.6/28
7.	*Hill Street Blues*	NBC 17.3/31
8.	*Cheers*	NBC 17.1/28
9.	*One Day At A Time*	CBS 17.0/27
10.	*Simon & Simon*	CBS 16.6/27
11.	*Magnum, P.I.*	CBS 16.5/30
11.	*Three's Company*	ABC 16.5/27
13.	*Matt Houston*	ABC 16.1/30
14.	*Lottery!*	ABC 15.7/31
15.	*Private Benjamin*	CBS 15.5/24
16.	*Hart to Hart*	ABC 15.4/27
17.	*Facts of Life*	NBC 15.1/26
17.	*Goodnight Beantown*	CBS 15.1/25
19.	*ABC Sunday Night Movie*—"Airport '77"	ABC 15.0/25
19.	*Newhart*	CBS 15.0/24
19.	*M*A*S*H*	CBS 15.0/23

The Final Five

59.	*Powers of Matthew Star*	NBC 8.1/16
60.	*Archie Bunker's Place*	CBS 7.3/14
60.	*Walt Disney—The Omega Connection*	CBS 7.3/14
62.	*Gloria*	CBS 6.8/12
63.	*NBC Movie of the Week*—Golden Girl	NBC 6.2/12

principally owned by Robert V. Doll (45%). Its principles also have interest in WKIC(AM)-WSGS(FM) Hazard; WEKG-AM-FM Jackson, and WGRK-AM-FM Greensburg, all Kentucky, and WOAM(AM)-WAOP(FM) Otsego, Mich. Buyer is owned by Garey A. Beckett, president, and four others (20% each). It is also applicant for new FM at Flemingsburg. Filed Sept. 7.

■ WSMW-TV Worcester, Mass. (ch. 27, 513 kw vis., 102 kw aur.; HAAT: 1,531 ft.)—Seeks transfer of control of SIBOS Inc. from Melvin Simon and others (100% before; none after) to Central Massachusetts Television Inc. (none before; 100% after). Consideration: $8 million. Principals: Sellers are Melvin Simon, president (45%); his brother, Fred Simon (10%), and Irwin Katz (45%), trustee of the Herbert Simon Trust, who is brother of Melvin and Fred Simon. It also has interest in new TV at Indianapolis. Buyer is headed by Nolanda Hill, president, who is 35% owner of KNBN-TV Dallas. Filed Sept. 1.

■ WXGR(AM) Bay St. Louis, Miss. (1190 khz, 5 kw-D)—Seeks assignment of license from William R. Crews and his wife, Freda V., to Badean Media Ltd. for $390,000. Sellers also own WCVC(AM) Tallahassee, Fla. Buyer is owned by Badean Media Inc. (72%), headed by Ira C. Hatchett, president, and Richard L. Mays (18%) and Thedford Collins (10%). Collins and Mays have interest in KLRT(TV) Little Rock, Ark. Mays also has interest in new FM's at Panama City, Fla., and Honolulu. Filed Sept. 1.

■ KCSR(AM)-KQSK(FM) Chadron, Neb. (610 khz, 1 kw-D; FM: 97.5 mhz, 100 kw; HAAT: 844 ft.)—Seeks transfer of control of Big Sky Co. from Deloris M. Kath (50% before; none after) to Alan G. Kath (none before; 50% after). Considerations: $250,000. Principals: Seller is representative of estate of her husband, Kermit G. Kath, deceased. As his representative, she also owns KATH-FM Douglas, Wyo.; KGOS(AM)-KERM(FM) Torrington, Wyo., and had interest in KVSH(AM) Valentine, Neb., and KASL(AM) Newcastle, Wyo. Buyer is son of Deloris and Kermit Kath, who has interest in KASL(AM) Newcastle, Wyo. Filed Sept. 1.

■ KMJK(FM) Lake Oswego, Ore. (106.7 mhz, 100 kw, HAAT: 877 ft.)—Seeks assignment of license from Harte-Hanks Radio Inc. to 107 Ltd. for $2.2 million. Seller, based in Phoenix, is headed by John G. Johnson, chairman. It owns four AM's and five FM's and three TV's. Buyer is owned by Victor M. Ives, general partner (9.09%); Homer G. Williams, principal limited partner (22.73%), and seven other limited partners. Ives is general manager of KMJK. Filed Aug. 10.

■ [CP] KFMT(FM) Pendleton, Ore. (103.5 mhz, 100 kw, HAAT: 970 ft.)—Seeks assignment of license from Faith Media Inc. to Andrew F. Harle and Cheryl L. McAnally for $55,223, including $40,000 noncompete agreement. Seller is nonprofit corporation, headed by David L. Jones, president. It has no other broadcast interests. Buyers own 50% each. They also own KTIX(AM) Pendleton. Filed Sept. 1.

■ WSHH(FM) Pittsburgh (99.7 mhz, 10.5 kw, HAAT: 930 ft.)—Seeks assignment of license from Nationwide Communications Inc. to Renda Broadcasting Corp. for $2.7 million, including $50,000 noncompete agreement. Seller is owned by Columbus, Ohio-based Nationwide Mutual Insurance Co., and headed by Frank Sollars, chairman. It owns three AM's, six FM's and three TV's. Buyer is headed by Tony Renda, president. It also has interest in WDZ(AM) McKeesport and WPXZ-AM-FM Punxsutawney, both Pennsylvania. Filed Sept. 6.

■ WJAR-TV Providence, R.I.; KOVR(TV) Stockton, Calif.; WCPX-TV Orlando, Fla.; KSAT-TV San Antonio, Tex., and WCMH-TV Columbus, Ohio; WTOP(AM) Washington; WQRS-FM Detroit; WIOQ(FM) Philadelphia, and KIQQ(FM) Los Angeles. (WJAR-TV: ch. 10; 316 kw vis., 50 kw aur., HAAT: 1,000. KOVR: ch. 13; 281 kw vis., 42.7 kw aur.; HAAT: 1,490 ft. WCPX-TV: ch. 6; 74.1 kw vis., 14.8 kw aur.; HAAT: 1,460 ft. KSAT-TV: ch. 12, 316 kw vis., 63.2 kw aur.; HAAT: 1,480 ft., WCMH-TV: ch. 4 400 kw vis., 15 kw aur.; HAAT: 903 ft. WTOP: 1500 khz, 50 kw-U, DA-2. WQRS-FM: 105.1 mhz, 50 kw; HAAT: 480 ft. WIOQ(FM) Philadelphia: 102.1 mhz, 30 kw; HAAT: 650 ft. KIQQ: 100.3 mhz, 5.1 kw; HAAT: 3,060 ft.)—Seeks transfer of control The Outlet Co. from Joseph S. Sinclair and others to Rockefeller Center Inc. for $332 million (BROADCASTING, May 9). Seller is Providence, R.I.-based group owner, headed by Bruce Sundlun, president. Buyer is headed by Richard Voell, president and CEO. It owns Cushman & Wakefield, national commercial real estate brokerage and management firm; Rockefeller building complex in New York; Wesseley Energy Corp., Dallas-based oil and gas exploration and marketing company, and Radio City Music Hall Productions Inc. Filed Aug. 4.

■ [CP] WRPX(AM) Hudson, Wis. (740 khz, 500 w-D, DA)—Seeks transfer of control of Cornwall Broadcasting Corp. from Milton A. Cornwall and Lois M. Cornwall (80% before; none after) to John E. Blomquist and others (none before; 80% after). Consideration: $25,000. Principals: Sellers are husband and wife, who have no other broadcast interests. Buyer is also owned by Stewart G. Dahl (20%) and William C. Cornwall (29%), son of Milton and Louis Cornwall. Dahl owns KABG(FM) Cambridge, Minn. Filed Sept. 1.

Actions

■ KJEM(AM) Bentonville, Ark. (1190 khz, 5 kw-D)—Granted transfer of control of JEM Broadcasting Co. Inc. from G. Ronald Rye (12% before; none after) to Jim Tiley (44% before; 56% after). Consideration: assumption of $16,000 notes, plus interest. Principals: Seller is owned by

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Summary of broadcasting as of June 30, 1983

Service	On Air	CP's	Total *
Commercial AM	4,720	158	4,878
Commercial FM	3,441	420	3,861
Educational FM	1,091	166	1,257
Total Radio	9,252	744	9,996
FM translators	656	413	1,069
Commercial VHF TV	528	8	536
Commercial UHF TV	316	183	499
Educational VHF TV	111	6	116
Educational UHF TV	172	19	191
Total TV	1,127	215	1,342
VHF LPTV	164	85	249
UHF LPTV	42	65	107
Total LPTV	206	150	356
VHF translators	2,792	228	3,020
UHF translators	1,820	377	2,197
ITFS	248	110	358
Low-power auxiliary	824	0	824
TV auxiliaries	7,387	206	7,592
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,291	53	12,344
Aural STL & intercity relay	2,819	166	2,985

* Includes off-air licenses.